

WRSC to broadcast



by Katherine Wright
and
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Despite our relatively small student body and the intimate rapport that an academic environment is assumed to generate, communication here, still presents problems.

The wealth of activities that the Valley offers seems to evade the notice of many students. Reliance on the announcements in the Today Bulletin and the weekly College Bulletin displays the shortcomings of the printed word. These publications do not even encompass the 5-College vicinity.

WRSC, Radio Smith College, is being introduced in the hopes of rectifying this situation as well as providing a dimension of musical enjoyment.

This new medium of entertainment and information will soon be available to anyone on campus with a radio. All a student has to do is plug her radio into a nearby wall socket and turn the dial to 640 AM.

The station has not yet received its FCC (Federal Communications Commission) license. Hopefully, this license will be obtained by the fall of 1977 when WRSC will be an FM station with a greater broadcasting range. The current broadcasting setup operates as a result of sound traveling through an electrical current, instead of the sound being transmitted as radio waves through the air. The advantage to this arrangement is that anyone who wishes to air a program can do so, even without having obtained an FCC license. An electrical wire will carry the current from the radio station to each of the College buildings. A transmitter in each building will convert the current into sound, which will then be dispersed to wall sockets in each room.

WRSC is located in Davis Student Center at the Cutter and Ziskind end of the second floor. The studio is "small, but fully adequate", according to Jenny Kuntz, the station manager. The station is equipped with a sound-proof console containing a tape recorder and two turntables, but lacks a record library. Purchases are being planned, but disc jockeys must currently supply their own music.

In addition to the console there is a lounge area and a bathroom. Ideally, the station will have an

open door policy, during its operating hours in order to encourage people to drop in with ideas and comments. The only potential problem with this location, Kuntz noted, "would be noise generated by social functions, such as mixers, in the ball room."

There has been much struggling over the past two years to make the station a reality, with little co-operation from the administration. In September 1975, Melissa Miller, also involved in the Women's Resource Center, revived the station.

WRSC is not a new idea--there have been two other stations during the College's history. Thomas O'Connell, who has worked with Mount Holyoke's radio station (WMHC) and who assisted with our past stations, became involved in the new effort. He has been the person largely responsible for overseeing the technical aspects: devising blueprints and hiring consultants. Kuntz has been responsible for student involvement, co-ordinating meetings and organizing fund-raising events.

While President Mendenhall was extremely negative in response to the possibility of a radio station, President Conway has been a bit more receptive. Financial problems have plagued the station's development. Conway stated that the radio station should raise an initial sum of money and that the College would double the amount.

The station received an amount of \$2,020 from the Student Activities Fund. The largest sums of money received by the station have been alumnae donations. Mrs. E. McConnell Clark '09 and her husband, Mr. W. Van Alan Clark, contributed \$8,000 and \$1,000 respectively. They were also the donors of the Clark Science Center. A sum of \$1,000 was also received from an unnamed donor.

Various fund-raising events have netted the station approximately \$450. These events have included a rummage sale, two plant sales, and a showing of the movie "Spring Time". The estimated cost of maintaining the station is \$4,000 per year.

The staff of WRSC wants to make the campus aware of the importance of a radio station in promoting community cohesiveness and functioning as a creative outlet. The station needs support and feedback from the student body. They can use all the talent, energy and time people want to contribute. There is no need for previous experience; anyone who wishes to help will be welcomed. If interested, contact Jenny Kuntz (Talbot ext. 397).

WRSC AM 640, will tentatively begin operation on March 4th, and will be broadcasting from 12 noon to 2 am. Thursday, through Saturday, and from 12 noon to 1 am Sunday through Wednesday. We hope you will be listening.

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